

The Suits

In 15 approved styles and hundreds of good patterns, young men's suits with soft falling lapels and natural shoulders; conservatively cut suits for older men; single and double-breasted blue chevrons, American homespun, basket weaves in mixtures and stripes, plain brown worsteds, cassimeres, broken checks in black and white and brown and blue, gray serge, tweeds, silk mixtures, chevrons, blue pinstripes of winter weight, dark worsteds that will wear like iron. Some of the suits have silk lining in the coats and waistcoat back. Every suit is Wanamaker standard.

The John Wanamaker Store

Men's Clothiers for 53 Years And Never a Sale Like This!

From Fifteen Manufacturers

of Men's High-grade Clothing, with great work-shops in New York, Boston, Baltimore, Rochester, Syracuse and Philadelphia, we have taken in our choice of surplus stocks, which, with a few lots from our regular assortments, enables us to offer tomorrow, Wednesday,

11,860 Men's Suits and Overcoats

At regular retail prices (which you may figure yourself from the tables below) the value of these overcoats and suits aggregates \$343,313.50. We offer them tomorrow for a total of \$217,694—a saving of \$125,619.50. This sale makes three new records—

- 1 It is the largest assemblage of men's clothing, specially priced, ever seen on one floor, under one roof. You may examine ALL the merchandise in the sale without leaving the floor of the Men's Store, stretching from the corner of Broadway and Eighth to Fourth Avenue and Ninth.
- 2 It is the most representative showing, in a sale, of American cloths, correct styles and good workmanship. Ten times the quantity of garments and cloth were gone over before the 11,860 garments in this sale were selected.
- 3 It offers the highest average of savings—REAL SAVINGS. The least saving on a garment is \$4, and that only on 243 out of the 11,860. The greatest saving is \$35.50. The average \$10.60.

5,839 Suits—25 Different Styles—Hundreds of Patterns

(Burlington Arcade Floor, Fourth Avenue End)

891 of \$30 grade
848 of \$32.50 grade
728 of \$35 grade
416 of \$37.50 grade
293 of \$40 grade
108 of \$45 grade

\$23.50
(2,274 Suits)

242 of \$25 grade
465 of \$27.50 grade
512 of \$30 grade

\$18.50
(1,219 Suits)

(Broadway, Corner, Eighth)

359 of \$20 grade
539 of \$22.50 grade
416 of \$25 grade

\$14.50
(1,314 Suits)

243 of \$16.50 grade
376 of \$18 grade
413 of \$20 grade

\$12.50
(1,032 Suits)

6,021 Overcoats—Staples and Fancy—2,622 Silk-Lined

(Burlington Arcade Floor, Fourth Avenue End)

1,219 of \$35 grade
619 of \$40 grade
522 of \$45 grade
141 of \$50 grade
68 of \$55 grade
53 of \$60 grade

\$24.50
(2,622 Overcoats)

(Burlington Arcade Floor, Broadway End)

540 of \$22 grade
723 of \$25 grade
385 of \$27.50 grade
364 of \$30 grade

\$14.50
(2,012 Overcoats)

312 of \$15 grade
382 of \$18 grade
693 of \$20 grade

\$12.50
(1,387 Overcoats)

There Was a Check

and a halt, and wait, and worry to business. . . . The result is that now there is a congestion of merchandise. Millions of dollars tied up in Winter clothing that people have not found necessary to buy.

—From Editorial of December 26, 1913.

We stand ready to take in two million dollars' worth of high quality Winter merchandise which we can sell quickly for manufacturers, importers and others who wish to unload. Consumers knowing by experience that they can have confidence in our offerings, buy quickly what we recommend.

—From Editorial of December 29, 1913.

John Wanamaker

The Men's Store
**Tomorrow
Will Open
at 7.30**

for the convenience of men who get to work early. And to serve those who may come from a distance, the doors

**will not be closed
until 7.30
in the Evening
Tomorrow**

The Overcoats

Those at \$24.50 are all silk-lined—body and sleeves; black, two shades of Oxford gray, Cambridge gray, a few browns and a few blues; the finest fabrics from the world's best mills—Malton, vicuna, unfinished worsteds and chevrons; self or velvet collars. Every one a gentleman's coat, correctly styled and suitable for any occasion in town or country.

The overcoats at \$14.50 and \$12.50 are mostly fancy coats—gray and brown in most mixtures and good weaves; single and double-breasted; knee-length and long; regular and convertible collars.

A capital collection!

"CROWDS"

"The crowd principle is the first principle of distribution. The man who can get the most men to buy a particular thing from him can buy the most of it, and therefore buy it cheaper, and therefore get more men to buy from him and, having bought this particular thing cheaper than all men could buy it, it is only a step to selling it to all men. . . . Hence . . . the crowd principle in commerce."

—From "Crowds," by Gerald Stanley Lee.

"CROWDS"

JOHN WANAMAKER

Broadway and Ninth

Extra Service

Double the usual selling space.
200 extra assistants.

Tripled tailoring facilities for fitting and alterations—which are made without extra charge.

Suits and overcoats grouped in sizes. Suits at \$24.50, \$23.50 and \$18.50, in the Burlington Arcade, South.

Longs and shorts in Burlington Arcade, North.